FILE COPY
6/23/58

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

1958

18th YEAR • A WEEKLY PUBLICATION

january

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

february

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

march

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

april

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

may

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

june

WEEK OF

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

july

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

august

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

september

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

october

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

november

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

december

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

january – 1959

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

february – 1959

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

march – 1959

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, JUNE 20, 1958		
Thursday June 19 9:00 A.M. Coffee	PRESS PREVIEW: FALL BRIDAL FASHIONS	STERN'S (41 WEST 42ND ST.)	3RD FLOOR OVAL ROOM
	Stern's will preview their Fall bridal fashions to the press. Showing at 9:15 A.M. By invitation. Publ: Barbara Lawrence, LO. 5-7960, Ext. 570.		
Thursday June 19 11:00 A.M.	PRESS PREVIEW OF SOPHIE ORIGINALS	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
	Fall and Winter ready-to-wear collection, designed by Sophie with assistance of Stephen Erklin. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.		
Thursday June 19 4:00 P.M.	PRESS PREVIEW: FALL & WINTER LINGERIE	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
	Capsule preview of Fall and Winter lingerie highlights. Tea served after show. By invitation. Contact: Dorothy Tivis, JU. 2-6767. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.		
Thursday June 19 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: NEW COLORS FOR FALL	CHARLES OF THE RITZ	RITZ TOWER 465 PARK AVE. (AT 57)
	Preview of a new color spectrum of hairstyles and cosmetics inspired by the elegance of Versailles. Previewed against the background of the new Park Avenue Salon decorated by Melanie Kahane. By invitation. Publicity: Claire Hellawell, PL. 3-5000, Ext. 37.		
Beginning June 19- Sept. 1	FIFTH ANNUAL "NEW YORK SUMMER FESTIVAL"	N.Y. CONVENTION & VISITORS' BUREAU	NEW YORK CITY
	Official hostess--Arlene Francis. Publicity: Bruce Fouche, MU. 7-1300.		
June 21	FIRST DAY OF SUMMER (Saturday).		
	WEEK BEGINNING SUNDAY, JUNE 22, 1958		
Sunday June 22- June 26	FALL DISPLAY MARKET WEEK	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	N.Y. TRADE SHOW BLDG. & HOTEL NEW YORKER
	Showing of Fall and Christmas lines by the National Association of Display Industries. Contact: 203 N. Wabash Ave., Chicago, Ill.		
Sunday June 22	NATIONAL SWIM-FOR-HEALTH WEEK. (June 22-28). Contact: Martin Stern, National Swim-For-Health Committee, P.O. Box 721, Hollywood, Florida.		
Monday June 23 9:30 A.M. Breakfast	PRESS PREVIEW: FALL BRIDAL FASHIONS	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR BRIDAL SALON
	A&S will invite the press to preview their bridal fashions for Fall. By invitation. Customer showing Sat., June 28, 3:00 P.M., Restaurant on 4th Floor. Admission: $1.00. Publicity: Eileen Goldburg, TR. 5-0195.		

COPYRIGHT, 1958, BY FASHION CALENDAR.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 23- June 27	ADVANCE TRENDS IN SHOE FASHIONS	KID LEATHER GUILD	HOTEL STATLER WASHINGTON ROOM
	European Collection--modern functionalism--presentation at 10:00 A.M. each day showing forthcoming shoe trends. By invitation. Publicity: Charline Osgood, WI. 7-0332.		
Monday June 23- July 11	EXHIBITION OF FASHION'S ORIGINS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	"The Bridge of Fashion"--major changes in dress from ancient Crete to 1958's Empire-Trapeze, displayed in the costumes of 26 minikins and manikins. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.		
Cancelled June 24	THE ELIZABETH ARDEN BOUTIQUE PRESS PREVIEW, ORIGINALLY SCHEDULED FOR TUESDAY, JULY 24 AT 9:30 A.M., HAS BEEN CANCELLED.		
Wednesday June 25 12:00 Noon Luncheon	PREVIEW OF NEW HAIR PRODUCT	HELENE CURTIS, INC. (666 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	"Tempo of Tomorrow"--introducing new hair product. Cocktails, 12:00 Noon; Luncheon and Show, 12:30 P.M. to 2:00 P.M. By invitation. Publicity: Annette Green, CO. 5-4040.		
Thursday June 26 12:00 Noon Luncheon	PREVIEW OF NEW FIFTH AVENUE SHOE SALON	CHANDLER'S (693 FIFTH AVENUE)	METROPOLITAN CLUB 1 EAST 60TH STREET
	Mr. Irving Edison, president of Edison Brothers Stores, Inc., St. Louis, Mo., will invite the press to a luncheon with him and a preview of Chandler's new Fifth Avenue Shoe Salon opening in September. By invitation. Publicity: Ruth Lupton Mills, 277 Park Avenue, PL. 9-3576.		
Monday June 30 11:00 A.M.	PRESS PREVIEW: TATIANA FALL MILLINERY	SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
	Press showing of the Fall collection of ready-to-wear millinery, designed by Tatiana of Saks Fifth Avenue. By invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.		
Tuesday July 1 9:30 A.M.	PRESS PREVIEW: FALL MILLINERY	HATTIE CARNEGIE	29 WEST 57TH STREET SHOWROOM - 6TH FLOOR
	The press will be invited to preview the Hattie Carnegie collection of millinery for Fall. By invitation. Contact: PL. 9-7710.		
July 2 9:30 A.M.	PRESS PREVIEW OF EMME'S FALL MILLINERY COLLECTION WED., JULY 2, 9:30 A.M. IN SALON, 19 W. 57 ST. BY INVITATION ONLY. (SEE PG.3 FOR BUYER PREVIEW).		
July 2 11:00 A.M.	PREVIEW FOR PRESS OF MR. ARNOLD'S FALL MILLINERY WED., JULY 2, 11:00 A.M. IN SALON, 19 W. 57 ST. BY INVITATION. (SEE PG.3 FOR BUYER PREVIEW).		
July 4	INDEPENDENCE DAY (Friday) -- LEGAL HOLIDAY.		
Monday July 7 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY	SALLY VICTOR	18 EAST 53RD STREET SALON - 9TH FLOOR
	Sally Victor will invite the press to preview her Fall collection. By invitation. Publicity: Mildred Josephs, PL. 3-7450.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday July 7 12:30 P.M. Champagne	PRESS PREVIEW OF FALL MILLINERY	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR
	Walter Florell will invite the press to a champagne preview of his Fall collection. By invitation. Publicity: Helen O. Borger, LE. 5-9574.		
Monday July 7 4:00 P.M. Tea	PREVIEW FOR BUYERS: FALL MILLINERY	MR. ARNOLD	HOTEL PLAZA PERSIAN ROOM
	Preview of Mr. Arnold's Fall hats. Press preview Wednesday, July 2, 11:00 A.M. (See Page 2). By invitation. Contact: Miss Jean, PL. 1-3284.		
Monday July 7 5:30 P.M. Cocktails	PREVIEW FOR BUYERS: FALL MILLINERY	EMME, INC. (19 WEST 57TH STREET)	SHERRY NETHERLAND CRYSTAL PAVILLON
	Emme will present her Fall millinery collection at a cocktail showing for the trade. By admission card only. Preview for New York press, Wednesday, July 2 at 9:30 A.M. in showroom. (See Page 2). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday July 8 8:30 A.M. Breakfast	FALL SHOW: MILLINERY CREATORS OF AMERICA	MILLINERY STAB. COMM. (1450 BROADWAY)	WALDORF-ASTORIA GRAND BALLROOM
	The Trade Promotion Committee of Millinery Stabilization Commission will present Fall hats. By invitation. Contact: LO. 4-7800.		
Tuesday July 8 11:30 A.M. Coffee	PRESS PREVIEW OF FALL MILLINERY	WILLIAM J.	44 WEST 54TH STREET SALON
	Press by invitation only (not transferable). Buyers' caution fee $350.00, or order of 6 hats; manufacturers, $450.00 (invitation on request). Contact: CI. 5-8956.		
Tuesday July 8 4:00 P.M.	PRESS PREVIEW OF FALL MILLINERY	CHRISTIAN DIOR-NEW YORK	730 FIFTH AVENUE SHOWROOM
	The Fall collection of Dior millinery will be previewed for press and buyers. By invitation. Contact: PL. 7-2024.		
Wednesday July 9 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
	Press preview, at breakfast, of the Irene of New York and Rivera Fall millinery collections. By invitation. Contact: Miss Rose, PL. 3-3032.		
Wednesday July 9 11:00 A.M.	PRESS PREVIEW OF FALL HATS	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
	Laddie Northridge will invite the press to preview his Fall millinery. By invitation. Publicity: Maud G. Moody, 240 Madison Ave., LE. 2-5562.		
Thursday July 10 10:30 A.M.	PREVIEW OF FALL MILLINERY	MR. JOHN	53 EAST 57TH STREET SALON
	Mr. John will invite the press to preview his Fall millinery. By invitation. Publicity: Toni Woodward, MU. 8-4906.		
Saturday July 12 12:00 Noon-3:00 P.M. Buffet	GALA OPEN HOUSE FOR VISITING PRESS	FORSTMANN, INC.	1407 BROADWAY SHOWROOM - 15TH FLOOR
	Buffet luncheon for visiting press and showing of Fall woolen fabrics at Forstmann's new offices. By invitation only. Publicity: Adelia Bird Ellis, PE. 6-3500.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday July 12 4:00 P.M.	SHOWING FOR OUT-OF-TOWN PRESS	JOHN FREDERICS	6 WEST 57TH STREET SALON - 7TH FLOOR
	John Frederics will invite the visiting editors to a showing of his millinery collection for Fall. By invitation. Publ.: Joseph Mann, CI. 7-7745.		
Saturday July 12 6:00 P.M.	VISITING PRESS SHOWING OF FALL HATS	WILLIAM J.	44 WEST 54TH STREET SALON
	William J. will invite the out-of-town editors to view his Fall millinery. By invitation. Contact: CI. 5-8956.		
Sunday July 13 11:00 A.M. Breakfast	MILLINERY SHOW FOR OUT-OF-TOWN PRESS	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILLON
	Emme will invite the visiting editors to a showing of her millinery collection for Fall. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Sunday July 13 12:00 Noon	MILLINERY SHOW FOR OUT-OF-TOWN PRESS	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
	Preview for visiting editors of Laddie Northridge's Fall millinery. By invitation. Publicity: Maud G. Moody, LE. 2-5562.		
Sunday July 13 1:00 P.M.- 3:00 P.M. Luncheon	FALL MILLINERY SHOW FOR VISITING PRESS	MILLINERY INSTITUTE OF AMERICA	TRADER VIC 7 EAST 58TH STREET
	The Millinery Institute of America (Auxiliary Member, N.Y. Dress Institute--See Pg. 5) will invite the out-of-town editors to a luncheon showing of the Millinery Creators' Fall hat collections. By invitation. Publicity: Communications Counselors, 750 Third Ave., OX. 7-7330.		
Sunday July 13 3:00 P.M.	MILLINERY SHOW FOR OUT-OF-TOWN PRESS	SALLY VICTOR	18 EAST 53RD STREET SALON - 9TH FLOOR
	Sally Victor will present her Fall millinery collection to visiting press. By invitation. Publicity: Mildred Josephs, PL. 3-7450.		
Sunday July 13 3:00 P.M.- 5:00 P.M.	"MAD TEA PARTY" FOR VISITING PRESS	LILLY DACHE (GENERAL BEAUTY PROD.)	78 EAST 56TH STREET
	Lilly Dache (Auxiliary Member of N.Y. Dress Institute--See Pg. 5) will invite the out-of-town and local editors to a tea party. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Sunday July 13 3:00 P.M.- 8:00 P.M.	OPEN HOUSE FOR VISITING PRESS	HELENA RUBINSTEIN	625 PARK AVENUE
	Helena Rubinstein will invite the out-of-town editors to her home for Open House. By invitation. Contact: Amy Blaisdell, EL. 5-2100.		
Sunday July 13 5:00 P.M. Cocktails	MILLINERY PREVIEW FOR VISITING PRESS	MR. ARNOLD	HOTEL PLAZA PERSIAN ROOM
	The out-of-town editors will preview Mr. Arnold's Fall hats. By invitation. Contact: Miss Jean, PL. 1-3284.		
Sunday July 13 7:00 P.M. Dinner	FALL SILK FASHION SHOW FOR VISITING PRESS	INTERNATIONAL SILK ASS'N, U.S.A.	PLACE TO BE ANNOUNCED
	The International Silk Association, U.S.A. (Auxiliary Member of N.Y. Dress Institute--See Pg. 5) will invite the out-of-town editors to a dinner and showing of Fall fashions. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

NEW YORK DRESS INSTITUTE'S THIRTY-FIRST NATIONAL PRESS WEEK (July 13 - 19, 1958)

Fall collections of leading designers (30 members, 14 auxiliary and 3 group showings) for visiting press. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.

Sun., July 13...	1:00 P.M.	MILLINERY INST. OF AMER.-Lunch (Aux.).	TRADER VIC-7 E.58
	3:00 P.M.	LILLY DACHE (Aux.)	78 EAST 56 STREET
	7:00 P.M.	INT'L SILK ASS'N, U.S.A. (Aux.). . .	PLACE LATER
Mon., July 14...	8:00 A.M.	BUFFET BREAKFAST.	WALDORF-JADE ROOM
	8:30 A.M.	"WATCH FOR" FORUM	WALDORF-JADE ROOM
	(8:30 A.M.-	CAPEZIO (Aux.))	
	(5:30 P.M.	Monday through Friday).	9 WEST 61 STREET
	9:00 A.M.	TRIGERE.	WALDORF-JADE ROOM
	10:00 A.M.	DAVIDOW.	WALDORF-JADE ROOM
	11:00 A.M.	CHRISTIAN DIOR, NEW YORK	730 FIFTH AVENUE
	12:30 P.M.	WELCOME LUNCHEON.	WALDORF-SERT ROOM
	2:00 P.M.	MONTE-SANO & PRUZAN.	WALDORF-JADE ROOM
	3:00 P.M.	HERBERT SONDHEIM.	WALDORF-JADE ROOM
	4:00 P.M.	PAUL PARNES (Beni Claire).	WALDORF-JADE ROOM
	5:00 P.M.	HANNAH TROY	WALDORF-JADE ROOM
	6:00 P.M.	WATCHMAKERS OF SWITZERLAND (Aux.) . .	WALDORF-EMPIRE RM.
	8:00 P.M.	SHIP 'N SHORE THEATRE PARTY (Aux.). .	MARTIN BECK-W.45TH
Tues., July 15...	8:00 A.M.	BUFFET BREAKFAST.	WALDORF-JADE ROOM
	8:30 A.M.	CLAIRE McCARDELL CLOTHES by TOWNLEY .	WALDORF-JADE ROOM
	9:30 A.M.	HARVEY BERIN (Karen Stark)	WALDORF-JADE ROOM
	10:30 A.M.	PATTULLO-JO COPELAND	WALDORF-JADE ROOM
	11:30 A.M.	SAMUEL WINSTON (Roxane)	WALDORF-JADE ROOM
	12:30 P.M.	SHIP 'N SHORE-Luncheon (Aux.) . . .	WALDORF-SERT ROOM
	2:30 P.M.	GRENELLE-ESTEVEZ (Luis Estevez). . .	WALDORF-JADE ROOM
	3:30 P.M.	ORIGINALA	WALDORF-JADE ROOM
	4:30 P.M.	CEIL CHAPMAN	WALDORF-JADE ROOM
	5:30 P.M.	COTY, INC. (Aux.)	WALDORF-LOUIS XVI
	7:00 P.M.	N. W. AYER & SON-Dinner (Aux.) . . .	EMPIRE & SERT RMS.
Wed., July 16...	8:30 A.M.	BUFFET BREAKFAST.	WALDORF-JADE ROOM
	9:00 A.M.	EDWARD ABBOTT (Wilson Folmar) . . .	WALDORF-JADE ROOM
	10:00 A.M.	BRANELL (Hilda Altmark)	WALDORF-JADE ROOM
	11:00 A.M.	HARRY FRECHTEL	WALDORF-JADE ROOM
	12:00 Noon	CLAIROL-Luncheon (Aux.)	STARLIGHT ROOF
	2:00 P.M.	ADELE SIMPSON.	530 7TH (23 FL.)
	3:00 P.M.	LARRY ALDRICH.	530 7TH (12 FL.)
	4:00 P.M.	MOLLIE PARNIS.	530 7TH (18 FL.)
	5:30 P.M.	FUR INFO. & FASHION COUNCIL (Aux.). .	WALDORF-JADE ROOM
	8:00 P.M.	SCHIFFLI THEATRE PARTY (Aux.) . . .	ALVIN-250 W. 52ND
Thurs., July 17...	8:00 A.M.	Young Fashion Creators of America: RICHARD COLE, MALCOLM CHARLES, MERVIN ROSS, MISS AMERICA-Breakfast. . . .	WALDORF-JADE ROOM
	10:00 A.M.	BEN REIG	498 7TH (23 FL.)
	11:00 A.M.	MAURICE RENTNER	498 7TH (16 FL.)
	12:30 P.M.	ALAMAC KNITTING MILLS-Luncheon (Aux.).	WALDORF-EMPIRE RM.
	2:00 P.M.	JANE DERBY.	WALDORF-JADE ROOM
	3:00 P.M.	GEORGE CARMEL.	WALDORF-JADE ROOM
	4:00 P.M.	OLEG CASSINI	WALDORF-JADE ROOM
	5:00 P.M.	ANNE FOGARTY	WALDORF-JADE ROOM

(Continued on next page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	THIRTY-FIRST NATIONAL PRESS WEEK (Continued from Page 5)		
Fri., July 18...	8:30 A.M.	BUFFET BREAKFAST.	WALDORF-JADE ROOM
	9:00 A.M.	BEN ZUCKERMAN.	WALDORF-JADE ROOM
	10:00 A.M.	WILLIAM FOX-VISIONI.	WALDORF-JADE ROOM
	11:00 A.M.	B. H. WRAGGE	WALDORF-JADE ROOM
	12:00 Noon	Junior Group: JUNIOR SOPHISTICATES, MR. MORT, DANI JRS. for DAN MILSTEIN--Luncheon	WALDORF-JADE ROOM
	2:00 P.M.	TINA IESER.	WALDORF-JADE ROOM
	3:00 P.M.	Variety Group: LEONARD ARKIN, LEE CLAIRE, HELEN LEE, MAM'SELLE, SUZY PERETTE.	WALDORF-JADE ROOM
	8:00 P.M.	PELLON THEATRE PARTY (Aux.)	CORT-138 W. 48TH
Sat., July 19...	9:30 A.M.	RITTER FURS-Breakfast (Aux.). . . .	PLAZA-TERRACE RM.
	12:00 Noon	ELLEN LIND ASSOCIATES (Aux.). . . .	WALLINGFORD, CONN.

Monday July 14-July 18 Coffee & Crumpets	SHOE FASHIONS FOR VISITING PRESS	CAPEZIO, INC.	9 WEST 61ST STREET NEW SHOWROOM
	Capezio (Auxiliary Member, N.Y.D.I.--See Pg. 5) will present Fall and Winter shoes, "Stemwear" and "Leotites" to visiting and local press, 8:30 A.M. to 5:30 P.M. daily. By invitation. Publ: Marya Morton, JU. 6-2150.		
Monday July 14 4:30 P.M.-7:00 P.M. Cocktails	FASHIONS IN WOMEN'S AND MEN'S WATCHES	THE WATCHMAKERS OF SWITZERLAND	WALDORF-ASTORIA EMPIRE ROOM
	"Fashion In Time---'58", informal showing of newest creations in women's and men's watches for the coming season, presented by The Watchmakers of Switzerland (Auxiliary Member, N.Y.D.I.--See Pg. 5). By invitation. Consumer Education Director: Shirley Tucker at Foote, Cone & Belding, MU. 8-5000. Publ: Elizabeth Maher Assoc., 424 Madison Ave., EL. 5-4248.		
Monday July 14 5:30 P.M.-8:30 P.M. Dinner	PRESS PREVIEW OF FALL JEWELRY COLLECTION	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
	Trifari will invite visiting and local fashion editors to cocktails, dinner and an informal showing of their Fall and Winter costume jewelry collection. By invitation only. Publicity: Dorothy Lansing, 165 East 66th St., RE. 7-3347.		
Monday July 14 8:00 P.M.	THEATRE PARTY FOR VISITING PRESS	SHIP 'N SHORE	MARTIN BECK THEATRE 45TH ST. (W. OF 8TH)
	Ship 'n Shore (Auxiliary Member, N.Y.D.I.--See Pg. 5) will invite the press to see a performance of "Who Was That Lady?", co-starring Peter Lind Hayes and Mary Healy. Curtain at 8:30 P.M. By invitation. Publ: Eleanor Lambert, MU. 8-2130.		
Monday July 14-July 18	OPEN HOUSE FOR VISITING PRESS	BRITTANY COATS (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Henry Friedricks will present their Fall coat collection to the visiting press at continuous showings. Contact: Alan R. Baron, PE. 6-8867.		
Beginning Monday July 14-July 18	OPEN HOUSE SHOWING OF JEWELRY FASHIONS	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
	Continuous showings for out-of-town and local press of jewelry and boutique gifts, 9:00 A.M. to 5:30 P.M. daily. Publicity: Kathleen Mundin, YU. 6-6633.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 15 12:00 Noon Luncheon	MILLINERY DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	Fall millinery at luncheon. Co-Chmn: Conoldine Burnett and Kitty D'Allesio. (More details later). Contact: CI. 7-3940.		
Tuesday July 15 12:45 P.M. Luncheon	FALL BLOUSE SHOW FOR VISITING PRESS	SHIP 'N SHORE	WALDORF-ASTORIA EMPIRE ROOM
	Ship 'n Shore (Auxiliary Member N.Y. Dress Institute--See Pg. 5), will invite out-of-town and local editors to their Fall blouse luncheon and show. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday July 15 5:30 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS	COTY, INC. (612 FIFTH AVENUE)	WALDORF-ASTORIA LOUIS XVI RM -3RD FL.
	"French Spice" Party--Coty (Auxiliary Member, N.Y.D.I.--See Pg. 5) will invite visiting and local press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday July 15 7:00 P.M. Cocktails-Dinner	DIAMOND DINNER FOR VISITING PRESS	N.W.AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA SERT-EMPIRE ROOMS
	N.W. Ayer & Son, Inc. (Auxiliary Member, N.Y.D.I.--See Pg. 5) will show diamonds by Cartier, Tiffany, Van Cleef & Arpels, Harry Winston. Gowns by Scaasi. Cocktails at 7:00 P.M., Empire Room. Dinner at 8:00 P.M., Sert Room, followed by entertainment. By invitation only. Publicity: Mildred Kosick, PL. 7-5700.		
Wednesday July 16 9:30 A.M. Breakfast	PRESS PREVIEW: MID-SUMMER FURNITURE	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Press breakfast followed by preview of Mid-summer furniture on 9th floor. By invitation. Publicity: Rene Kuhn, OX. 5-4400, Ext. 2683.		
Wednesday July 16 12:00 Noon Luncheon	FALL HAIR STYLING AND COLORING SHOW	CLAIROL, INCORPORATED (510 SIXTH AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
	New Fall hairstyles and haircoloring will be presented by Clairol (Auxiliary Member, N.Y.D.I.--See Pg. 5) to visiting and local press. By invitation. Contact: Terry Grimes, OR. 5-0700.		
Wednesday July 16 8:00 P.M.	THEATRE PARTY FOR VISITING PRESS	SCHIFFLI LACE AND EMBROIDERY INSTITUTE	ALVIN THEATRE 250 WEST 52ND STREET
	Schiffli (Auxiliary Member, N.Y.D.I.--See Pg. 5) will invite the press to see a performance of "Oh Captain!" produced by Jose Ferrer, and starring Tony Randall and Abbe Lane. (Curtain at 8:30 P.M.) Cocktail party with cast after the show. By invitation. Contact: Schiffli, 591 Summit Ave., Jersey City, SWarthmore 5-2347.		
Thursday July 17 12:30 P.M. Luncheon	PRESS PREVIEW: FASHIONS IN ALAMAC KNIT FABRICS	ALAMAC KNITTING MILLS (1412 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
	Alamac Knitting Mills (Auxiliary Member, N.Y.D.I.--See Pg. 5) will present Fall fashions. By invitation. Contact: Astrid Thal, at Alamac, OX. 5-1445. Publicity: Fashion Bureau, 128 E. 37th St., OR. 9-6996.		
Friday July 18 8:00 P.M.	THEATRE PARTY FOR VISITING PRESS	PELLON CORP. (350 FIFTH AVENUE)	CORT THEATRE 138 WEST 48TH STREET
	Pellon (Auxiliary Member, N.Y.D.I.--See Pg. 6) will invite the out-of-town editors to see "Sunrise At Campobello". (Curtain at 8:30 P.M.) By invitation. Publ.: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday July 20 9:30 A.M. Breakfast	FUR PREVIEW FOR VISITING PRESS	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA TERRACE ROOM
	Showing of Ritter Brothers (Auxiliary Member, N.Y.D.I.--See Pg. 6) fur fashions to out-of-town press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday July 23 9:30 A.M. Coffee	PRESS PREVIEW: MAURER BRIDAL FASHIONS	SAKS 34TH	MAURER ORIGINALS 491 SEVENTH AVENUE
	Preview of bridal fashions at Maurer Originals' showroom. By invitation. Customer showing July 24 at 5:30 on 4th Floor at Saks 34th. Contact: Arthur See, LA. 4-7000.		
Thursday July 24 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL FURS	ARNOLD CONSTABLE	6TH FLOOR FUR SALON
	Arnold Constable will invite the press to a breakfast preview of Fall fur fashions. By invitation. Publicity: Gloria Geis, MU. 5-2300.		

OPENING OF FALL COLLECTIONS IN ROME, FLORENCE, LONDON, PARIS, IRELAND

Wednesday July 16	TWO IRISH DESIGNERS	DUBLIN, IRELAND
	July 16: Irene Gilbert (5:30 P.M.); Sybil Connolly.	
Beginning Thursday July 17- July 20	CENTRO ROMANO PER L'ALTA MODA ITALIANA	ROME, ITALY
	July 17: Accessories Exhibit; Zingone (children's house); Marini-Conterno; Luciani; Sarli; Pascarella.	
	July 18: La Tessitrice dell'Isola; Eleanora Garnett; Fontana; Gattinoni.	
	July 19: Mingolini-Gugenheim; Baratta; Giovanelli; Emilio.	
	July 20: Gregoriana; Centinaro; Barbara; Rapuano.	
	Contact: Centro Romano, etc., Via de' Burro, 147, Rome, Italy.	
Beginning Monday July 21- July 25	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE, ITALY
	July 21: Millinery Show; Sportswear and Boutique; Adria; Aida; Avagolf; Baldini; Glans; Myricae; Scarabocchio; Valditevere; Vito; Mirsa; Camisene; Bertoli; Avolio.	
	July 22: Sportswear and Casuals by The Fashion Houses; Carosa; Capucci.	
	July 23: Guidi; Schuberth; Veneziani.	
	July 24: Simonetta; Fabiani; Marucelli; Antonelli.	
	July 25: Baratta; de Luca.	
	Contact: G. B. Giorgini, 10 Lungarno Acciaiolo, Florence, Italy.	
Beginning Tuesday July 22- July 24	INCORPORATED SOCIETY OF LONDON DESIGNERS	LONDON, ENGLAND
	July 22: Victor Stiebel; Hardy Amies; Mattli; Ronald Paterson.	
	July 23: John Cavanagh; Lachasse; Charles Creed; Worth.	
	July 24: Michael; Norman Hartnell; Sherard.	
	Contact: Ann Ryan, 46 Old Bond Street, London, W.1.	
Beginning Monday July 28- August 1	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	July 28: Lanvin-Castillo; Patou.	
	July 29: Cardin; Montaigne; deRauch; Balmain; Bruyere.	
	July 30: Heim; Carven; Desses; Gres; Nina Ricci; Revillon.	
	July 31: Laroche; Maggy Rouff; Dior.	
	Aug. 1: Griffe.	
	Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	

MOVIES...MUSIC...THEATRE...BALLET

Thursday June 19 8:00 P.M.

AMERICAN SHAKESPEARE FESTIVAL THEATRE STRATFORD, CONNECTICUT
Stars include Morris Carnovsky, Geraldine Fitzgerald, Will Geer, June Havoc, Eva Le Gallienne, and others. Opening: Thursday, June 19: "Hamlet"; Friday, June 20: "Midsummer Night's Dream"; Tuesday, July 15: "The Winter's Tale". Contact: EDison: 7-4457 or CI. 5-3110.

Friday June 20-Sept. 1

OPENING: "SONG OF NORWAY" JONES BEACH MARINE THEATRE, JONES BEACH, L.I.
Guy Lombardo will present the Robert Wright-George Forrest musical starring Robert Rounseville, Stephen Douglass, Helena Scott, and Brenda Lewis. Costumes: J. Michael Travis. Tickets: $1.65-$4.80. Contact: SU. 1-8790.

Week Of June 23

FIRST WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM
Mon., June 23: Gala opening concert: Leonard Bernstein conducting and playing Ravel G-Major Piano Concerto.
Tues., June 24: Alexander Smallens conducting. Orchestral program featuring the Franck D-Minor Symphony.
Wed., June 25: Alexander Smallens conducting. Stell Andersen playing the Grieg A Minor Concerto; Aldo Parisot--Villa-Lobos A Minor Cello Concerto.
Thurs., June 26: Guiomar Novaes--Schumann A Minor Piano Concerto.
Sat., June 27: Puccini Night, 100th Anniversary. Licia Albanese, soprano; Richard Tucker, tenor. Publ.: Miss Alix Williamson, CI. 6-4462.

Wednesday July 2

PREMIERE: "THE KEY" (Movie) ODEON THEATRE & FINE ARTS THEATRE
Based on the novel, "Stella", by Jan de Hartog, Columbia's CinemaScope version stars William Holden, Sophia Loren and Trevor Howard. Director: Carol Reed. Produced by Carl Foremann. Publ. Hortense Schoor, PL.1-4400.

Friday July 4-August 10

OPENING: BERKSHIRE FESTIVAL TANGLEWOOD, LENOX, MASSACHUSETTS
The annual Berkshire Festival will be held again this year at Tanglewood. The Boston Symphony Orchestra, Musical Director: Charles Munch. Contact: Festival Office, Tanglewood, Lenox, Massachusetts.

Thursday October 2

OPENING: "A TOUCH OF THE POET" PRODUCERS THEATRE, 165 WEST 46TH ST.
The Eugene O'Neill play will co-star Helen Hayes, Betty Field, Eric Portman and Kim Stanley. Director: Harold Clurman. Sets: Ben Edwards. Publicity: Barry Hyams, CO. 5-4784.

Thursday October 9

OPENING: "GOLDILOCKS" LUNT-FONTANNE THEATRE, 205 W. 46TH ST.
Producers' Theatre will present the new musical by Jean and Walter Kerr. Music: Leroy Anderson. Choreography: Agnes de Mille. Starring: Ben Gazzara, Elaine Stritch and Russell Nype. Director: Walter Kerr. Publicity: Barry Hyams, CO. 5-4784.

Wednesday October 15

OPENING: "THE GIRLS IN 509" BELASCO THEATRE, 111 WEST 44TH STREET
Alfred de Liagre, Jr. will present the new comedy by Howard Teichman, set in contemporary New York, and starring Imogene Coca. Director: Bretaigne Windust. Publicity: Ben Washer, CI. 5-0740.

Wednesday October 22

OPENING: "THE PLEASURE OF HIS COMPANY" LONGACRE THEATRE, 220 W. 48TH ST.
The Playwrights Co. and Frederick Brisson will present the romantic comedy by Samuel Taylor and Cornelia Otis Skinner, co-starring Miss Skinner and Cyril Ritchard. Directed by Mr. Ritchard. Publ.: William Fields, PL.7-6846.